



## 2012 Conference Exhibitor Opportunities

The Kentucky Health Information Exchange invites you to exhibit your company's product and services at the 5<sup>th</sup> Annual Kentucky eHealth Summit at the Hyatt Regency Lexington – 401 W. High Street, Lexington, KY in Lexington, Kentucky.

Being an exhibitor is one of the most cost effective ways to ensure you have the opportunity to meet face to face with over 350 top Executives in the Healthcare Community who help influence healthcare delivery to the Commonwealth of Kentucky.

Benefits of being an exhibitor include;

1. Maximizing your exposure to all attendees via Exhibitor Fair from 7:30 a.m. to 9 a.m.
2. Exhibitor branding with your logo in the conference program, website and signage in the exhibit hall.
3. Exhibitors are invited to the opening night welcome reception and can network with Coordinating Council, eHealth Network Board and VIP guests.
4. High traffic exhibit areas.
5. Two complimentary registrations included with exhibit booth, valued at \$150, and includes all access including all meals and welcome reception.

### **Conference Event:** 2012 Kentucky eHealth Summit

**Date:** Monday, September 17<sup>th</sup> – Welcome Reception  
Tuesday, September 18<sup>th</sup> – eHealth Summit

**Welcome Reception Time:** 7:00 am – 9:00 pm  
**eHealth Summit Time:** 9:00 am – 4:00 pm

**Place:** Hyatt Regency Lexington – 401 W. High Street, Lexington, KY 40507 – 859-253-1234.

**Attendees:** The Governor's Office of Electronic Health Information (GOEHI) is expecting approximately (350) healthcare professionals ranging from providers and IT management to attorneys and privacy/security experts.



**Exhibitor Cost:** \$350 for a 6' Table Top Exhibit Booth: Best Value in the Industry!!

**Welcome Reception Sponsor Costs:** \$3,000

**Exhibitor Times/Opportunities:**

<b>Monday, Sept 17<sup>th</sup>:</b>	11:00 am - 4:00 pm	Exhibitor Set-up - Hyatt Regency: Patterson E -G
	7:00 pm - 9:00 pm	Welcome Reception – Lower Level A: Hyattops Room Exhibitors Attendance Encouraged
<b>Tuesday, Sept 18<sup>th</sup>:</b>	7:30 am – 9:00 am	Registration/Continental Breakfast – Patterson A-D
	7:30 am - 9:00 am	Exhibitor Fair – Patterson E-G
	11:00 am – 11:30 am	Exhibits/Break – Patterson E-G
	12:00 pm - 1:00 pm	Buffet Lunch in Patterson Ballroom A-D
	1:00 pm - 2:00 pm	Reverse Trade Show by Appointment
	2:00 pm - 2:30 pm	Exhibits: Patterson E-G

**Reverse Trade Show:** This year, GOEHI is establishing a reverse trade show allowing attendees to pair up at appointed times with vendors.

**Marketing Support:** Strong market penetration via both direct and print amongst healthcare providers and health IT management in KY and neighboring states.

**Hotel Information:** : [www.lexington.hyatt.com/groupbooking/lexrl2012kfacs](http://www.lexington.hyatt.com/groupbooking/lexrl2012kfacs)

\*\*A special conference rate of \$109 along with free parking has been reserved for eHealth Summit guests.

Exhibit Coordinator: Ann O'Hara: [ann.ohara@ky.gov](mailto:ann.ohara@ky.gov) or 502-229-3123

We hope that you will consider partnering with us to improve healthcare!

Polly Mullins-Bentley  
Acting Executive Director  
Governor's Office of Electronic Health Information  
KY Cabinet for Health and Family Services  
Governor's Office of Electronic Health Information  
275 E. Main Street, Frankfort, KY 40601  
502-564-7992